

SIDDHARTH SONI

Product Designer & Entrepreneur

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WORK EXPERIENCE

Design Lead, Product Designer at Intuit Inc. // Mar 2018 - Present // San Diego, CA

Leading the E2E Help System experiences at TurboTax

Designing the Conversational AI experience to help customers find their specific answers through disambiguation

Partnering across Intuit BUs to standardize Convo AI, Help and Contact experiences

Product Designer at Intuit Inc. // Jun 2016 - Mar 2018 // San Diego, CA

Delivered experiences for TurboTax Live Upgrades, Onboarding, Expert Review, Agent Client List, Consent and Post Delegation flow to create a seamless service between users and CPAs

Partnered with PM, dev, legal and tax to deliver an enhanced extensions experience for 1M+ users across TurboTax Live and TurboTax

Delivered Pro and Tax Payer Messaging to enable a two-way asynchronous secure messaging experience between customers and CPAs

Acted as a PM, researcher and designer and created the foundation for the Workforce Platform project by gathering insights, doing best-in-class audit and rapid experimentation. This helped inform and create a new product - TurboTax Live

UX Designer at CareCloud // Apr 2016 - Jun 2016 // Remote (Contract)

Partnered with PMs, UX designers, dev teams in an agile process to define and design Netlink's CareCloud Business Intelligence tool

Designed collaboration tool, task management and sharing tool, My timeline and dashboard views, login user flow and home screen view

UX Designer at Amazon.com // Jul 2015 - Mar 2016 // Seattle, WA

Designed internal tools experience for Amazon Business Customer Service Central to enable customer service agents to track and solve customer requests more efficiently

Navigated with PMs, engineers and researchers to deliver products on Order Search, Invoicing, Transaction Emails, Account Activity Email, Line of Credit and Bulk Actions

Collaborated at NorthStar Workshop for enhancing the quality of design, vision and usability by syncing with the latest design trends for Shopping Checkout experience

Founder & UX Designer at Busy Status App // Jan 2015 - Jul 2016 // Seattle, WA

Founded, researched and designed an end-to-end Android app to help people be more present in the moment and reduce anxiety caused from mobile phones

Founder & UX Designer at You Never Know // Feb 2014 - Jul 2015 // Ann Arbor, MI

Founded, researched, designed and led a three person team to create a location based social networking iOS app to meet new people

EDUCATION

University of Michigan // Sep 2013 - Apr 2015

Master of Science in Human-computer Interaction

Highlighted coursework: Choice Architecture, Cognitive Ergonomics, Information in Social Systems: Collections, Flows, and Processing, Marketing Research Design and Analysis

Rajiv Gandhi Technical University // Jun 2008 - May 2012

Bachelor of Engineering in Computer Science

TOOL BOX

UX Methods

Storytelling
User Stories
Storyboarding
Paper Prototyping
Rapid Wire-framing
Mocks, Flows, IA
Sprint Consults
UI Handoff
Fit and Finish
Competitive Analysis
Contextual Inquiry
Best in Class Audit
CRM
Affinity Diagrams
Remote Testing
Needs Assessment
Heuristic Evaluation

Prototyping

HTML 5, CSS 3
Java Script, JQuery
Principle App
Adobe Premier

Design Tools

Sketch app
Axure RP
Invision App

Analytics

IBM SPSS
Tableau
Google Analytics

HONORS & AWARDS

Best Design - TurboTax Hackathon '18
Be Passionate - Intuit Core Value '17
Honorary mention - CEO Care Club Award '16
Speaker - Amazon Design Conference '15
Flag Bearer - University of Michigan '15
Finalist - SXSW Pitch '15
TechArb Program '15
Best Design - Google Hackathon '14
Mr. India Top 20, '11